

USING THE DIETARY GUIDELINES WITH LOW-LITERACY AND SPANISH- LANGUAGE GROUPS

**A Social Marketing Project To Improve Access To
And Utilization Of Dietary Guidelines for Low
Literacy and Spanish Language Groups**

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Project Goals

- Improve the effectiveness of nutrition education among Food Stamp and other FNS programs
- Develop a comprehensive strategy and program to redesign and provide instruction on the *DGA* and enhance nutrition education
- Prepare guidelines for developing the *DGA*, nutrition education and promotion materials for mothers with children ages 2-18 years in low-literacy and Spanish-speaking populations
- Enhance satisfaction with nutrition education among staff and recipients of the Food Stamp Program.

Project Activities

- Research with Food Stamp recipients and staff
 - Mothers with children ages 2-18 years old
- Development of a social marketing plan
- Development of DGA materials and approaches for low literacy and Spanish-speaking populations of families with children
- Staff support materials

Social Marketing

- Uses commercial marketing technologies and theory
- Emphasis on voluntary behavior change
- Focus is on personal welfare and that of society
- Consumer orientation
- Data driven decision making

Eight Pilot States

Cross Sectional Representation of Audience Segments

- **Formative Research**
 - Florida
 - Kentucky
 - New Jersey
 - Illinois
 - California
- **Concept & Pretesting Research**
 - Florida
 - Massachusetts
 - Texas
 - Ohio

Methods

- In-depth interviews
- Focus Groups
- Food Shopping Observation
- Nutrition Education Class Observation

Sample

- Participants
 - Individual Interviews (N = 57)
 - African Americans: 17
 - Anglo Americans: 20
 - Hispanics
 - English Speakers: 6
 - Spanish Speakers: 14
 - Focus Groups
 - English Focus Groups: 7
 - Spanish Focus Groups: 7
 - Food Shopping Observations (N = 4)

Sample Cont'd

- Nutrition Education Coordinators
 - In-depth Interviews: 18
- Nutrition Education Providers
 - In-depth Interviews: 24

Research Findings

The Good News

Participants

- Have basic knowledge of what constitutes healthy nutrition and lifestyle
- Have aspirations and hopes for their children's future

Staff

- Committed to nutrition education
- Dedicated to helping participants improve their lives
- Mission driven

Participants

- Knowledge and Barriers
- Information Channels
- Nutrition Education Preferences

Knowledge

- Varied diet
- Fruits and vegetables
- Reduce fatty foods
- Fish and fowl over red meat
- Plenty of fiber
- Exercise is important

Knowledge

- Food Labels
 - Not used regularly
- Food Guide Pyramid
 - Difficulty with portion and serving sizes
- Dietary Guidelines
 - basic concepts

Benefits Of A Healthy Diet

- Psychological
- Physiological
- Children
 - Growth and Development
 - School Performance
 - Obesity Reduction

Barriers To A Healthy Diet

- Kids
- Cultural Norms
- Lack of food preparation skills
- Budget
- Transportation
- Time

Fast, Easy, Cheap, Fun



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How They Received N.E.

- Types
 - Pamphlets and handouts
 - Food guide pyramids (magnets, handouts)
 - Food Demonstrations
 - Videos
 - Classes
 - Parent Magazines
 - Radio (Spanish participants)

Where they Got N.E.

Information Channels

- Community
 - WIC (primary)
 - School and Day Care
 - Health professionals
- Media
 - Television
 - Health Newsletters
 - Radio (Spanish participants)

Trusted Sources/Spokesperson

- Individuals with experience in nutrition and raising children
 - Health Specialist
 - Participants' mothers
 - The WIC Program
 - Other mothers

N.E. Preferences

What Do They Want to Know

- Portions and Serving sizes
- Getting kids to exercise
- How to fix meals the kids will eat
- How to cook ‘traditional’ favorites in healthy ways

Nutrition Education Staff

Program Features

Educational Materials

Program Coordination

How the Program Works

- County Extension or Family Nutrition Program
 - Educate in settings serving low income audiences
- Collaborative Partners
 - Classes for pre-formed groups
 - Series and single presentations
- Food Stamp Office
 - Rarely connected to FSP Office

Program Foundation

- Food Guide Pyramid
 - Believed to be easily understood
 - Basis for how material is divided
 - Major problems:
 - Explanation of serving sizes
 - Lack of culturally appropriate foods
- Dietary Guidelines for Americans
 - Valued and used as central focus in curricula
 - Often taught in sections for simplicity

N.E. Tools/ Techniques

- Print
- Videos
- Games
- Hands-on” activities
 - Food and tasting demonstrations
 - Teaching kitchens
- Recipes
- Visual aids
- Lecture
- Discussion/repetition

Staff Perceptions of Recipients' N.E. Challenges

- Poverty and competing demands
- Literacy skills/ linguistic barriers
- Dislike of classroom education
- Transportation

Staff Perceptions of Recipients' N.E. Challenges

- Lack of cooking skills
- Cost of foods
- Lack of confidence/motivation
- Lack of kitchen equipment

Staff Perceptions of N.E.'s Impact on Behavior Change

- Mixed views on success
 - Anecdotal evidence
- When successful, source of pride for providers
 - Mission driven and dedicated

Evaluation

- Evaluate knowledge, skills acquisition and dietary behavior
- Problems
 - Monitoring participants who do not attend series of class
 - Recipients' dislikes of tests

Sources of N.E. Materials

- Extension
- Collaborative programs
- National organizations
- USDA

Features Valued

- Low literacy
- Use of active voice
- Current information
- Reinforcing lesson plans
- Free
- Well designed

N.E. Staff Training Interests

- Special needs of food stamp recipients
- Facilitative education techniques
- Ethnic and cultural differences
- Building trust and rapport
- Motivating and reinforcing dietary change

Strategy And Social Marketing Plan

Social Marketing Plan

- Focus on Three Behavior outcomes
 - Eat fruits and vegetables, whole grains, and fat free or low fat milk products every day
 - Be physically active everyday as part of a healthy lifestyle
 - Balance calorie intake from foods and beverages with calories expended

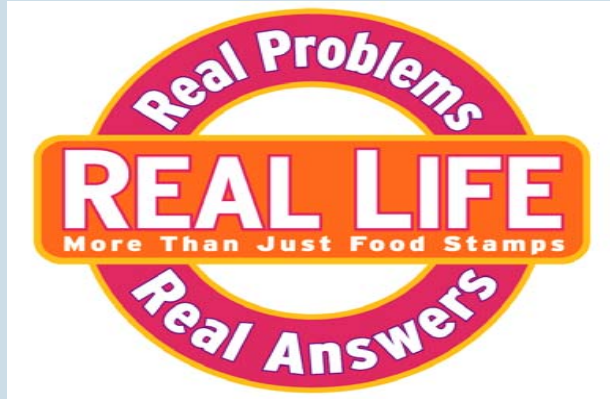
Social Marketing Plan

- Participant Materials
 - Participant Guidebook
 - *MyPyramid*
 - *Skills building orientation*
 - Recipes
 - *MyPyramid* Educational Poster
 - Food Stamp Nutrition Education Promotional Brochure

Social Marketing Plan

- Staff Materials
 - Staff Support Kit
 - An Instructional Handbook
 - Facilitated Group Discussion Techniques
 - Lesson Plans reinforcing participant guidebook concept.
 - DGA and MyPyramid Overview
 - Nutrition Education Resource List
 - Using *Loving Your Family* Materials
 - All participant educational materials
 - Food Stamp Nutrition Education Promotional Poster

Brand



Loving Your Family Feeding Their Future



Nutrition Education Through The Food Stamp Program



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